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Automotive News

Detroit, January 19, 1981

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New Scirocco bows

Rounder, faster, more efficient

The new Volkswagen Scirocco, set to be introduced in February, will have a new body designed to be more aerodynamic than the original coupe, which dates back to 1974. Its shape is rounder, windows are larger, there is an integrated roll bar and the interior has been entirely restyled. A 1.6-liter turbo version will be offered.

Chrysler averts a collapse on billion in concessions

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Chrysler Corp. pulled itself back from the brink of disaster again last week, wresting concessions from its workers, lenders and suppliers totaling more than $1 billion, thereby allowing the Chrysler Loan Guarantee Board to tentatively rule the company a viable one and eligible for an additional $400 million in federal loan guarantees.

Chrysler Chairman Lee Iacocca hailed the agreement as a "historic" one, the first time a company as large as Chrysler has gone through what amounts to private reorganization.

UAW President Douglas Fraser, looking weary and downcast, called it "the worst economic settlement we've ever made." The union agreed to it because the alternative is no jobs, he said.

At press time, the Loan Guarantee Board was expected to give conditional approval to the new plan. It calls on the UAW to agree to forego current and future cost of living adjustments and other compensation increases that, together with identical pay policies for the company's other workers, could reduce Chrysler's costs by about $783 million through September, 1982.

For UAW workers, this means they will receive a $1.15 COLA accumulating since Dec. 1 but no COLA increases beyond that. It also means they will forego two annual improvement factors of 3 percent and two incremental increases in pension funding. Together they will save the company some $250 million in 1981.

Salaried employes will have their wages frozen as well. There will likely be a further reduction in the number of salaried employes, Chrysler spokesmen said.

Under the proposal, the UAW would also agree that at the end of the current contract it will not necessarily try to achieve immediate parity with workers at other companies.

In return for these concessions, the UAW and Chrysler will work out a plan that will allow the workers to share in the profits of the company. Additionally, the UAW will be made privy to financial data, particularly on productivity, never available previously. It will also be allowed to participate in work quality programs.

Five Chrysler plants tenta-

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Pontiac dealers to sell own model of Chevette

By Paul Lienert
Contributing Editor

Pontiac dealers finally are getting a version of the subcompact Chevrolet Chevette, which sources say will be called the T-1000.

There is also a new Bonneville in Pontiac's immediate future. The division will drop the full-size body shell it now uses for Bonneville at the end of the '81 model run. But sources say an '82 Bonneville will debut this fall as a mid-size four-door sedan, built off the Grand Prix platform.

Thus, Bonneville will switch from the B-car to the A-special (or G-car) series in '82; it will remain a rear-drive model for at least two years after that.

Meanwhile, the Catalina name will be dropped, and the mid-size LeMans will be replaced this fall by the new front-drive Pontiac 6000.

The subcompact T-1000 will not arrive before March, according to a Pontiac official. It will have few changes from the Chevette outside of badges and trim.

Prices on the two-door and four-door models of the T-1000 will be competitive with those of the comparable Chevy models—stickers will start at about $5,250—but Pontiac won't get an equivalent to the base Chevette Scooter.

The T-1000 will get a modest facelift in about six months, prior to the 1982 model year, to further distinguish it from Chevette, but both cars are essentially identical under the skin.

Pontiac has been wrangling for a Chevette lookalike ever since the Chevy subcompact was introduced in 1975, but it took the current sales slump to convince General Motors officials to give the so-called "T-car" to another division.

• Economics prompted the move. There currently is about a four-month supply of unsold Chevettes; both Chevette assembly plants were shut down in early January for inventory ad-

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1.4 million on hand as year opens

Car inventory spurts to 80 days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers opened the new year with the heaviest days' supply of new cars for any Jan. 1 since 1975.

The industry opened 1981 with 1,448,450 new cars in stock, an 80-day supply, compared with 1,439,998 units on hand a month earlier. The Dec. 1 stockpile represented a 65-day supply.

The gain during December was ominous not only because of its size — an increase of 15 days—but also because it occurred during a month in which plants were closed for the holidays.

A year earlier, the industry had a much higher unit count—1,661,718 new cars—but a lower 75-day supply. In 1975, the industry had a 96-day supply, heaviest ever for a year-opener, and a unit count of 1,654,500 cars.

The Jan. 1 inventory included some 312,000 carryover 1980 models.

The increase during December was almost entirely accounted for by General Motors, which boosted its unit count and saw its days-supply level rise from 55½ to 77 days. The GM inventory was lighter in big cars (31-day supply of Cadillac) than small (125-day supply of Chevette).

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The only other U. S. maker to increase its unit count during December was Volkswagen of America, which opened January with a 95-day supply, up from 77 days on Dec. 1.

The other makers all trimmed their unit counts, but only Chrysler Corp., which experienced something of a sales surge in December while everyone else went downhill, managed to cut its days-supply figure.

Chrysler Corp. had an 83-day supply Jan. 1, down from 107 days a month earlier. Cutbacks of Omni-Horizon stocks and improved K-car sales accounted for most of the improvement.

Ford Motor Co. had an 82-day supply Jan. 1, up from 74 days a month earlier. American Motors saw its inventory climb from a 74-day supply Dec. 1 to a 108-day stock Jan. 1. The gain was caused by a lower sales pace, as AMC cut its unit count during the month.

The Jan. 1 domestic new-car inventory was divided this way: GM, 55.75 percent; Ford Motor Co., 24.72 percent; Chrysler Corp., 13.95 percent; VWoA, 2.81 percent, and AMC, 2.77 percent.

A month earlier, the new-car inventory was divided as follows: GM, 52.97 percent; Ford Motor Co., 25.35 percent; Chrysler Corp., 16.35 percent; AMC, 2.91 percent, and VWoA, 2.42 percent.

• By size class, all segments opened the new year with heavier supplies than a month earlier and the pattern of smaller cars in heavier supply than big cars continued.

The industry had a 83-day supply of subcompacts, up from 76 days, and an 81-day stock of compacts, up from 68½-days a month earlier. The supply of in-

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breaking news

'82 Chevy Celebrity replaces Malibu

DETROIT.—Chevrolet plans to introduce a new front-drive intermediate series this fall under the name Celebrity, according to industry sources. Based on the compact X-car platform, the '82 Celebrity will be offered in two body styles —coupe and sedan—with a 2.5-liter four as the base engine. Chevy will drop the mid-size Malibu coupe and sedan when Celebrity debuts in early November, but the division now plans to carry over the rear-drive Malibu wagon in '82. Celebrity is part of the new intermediate A-car series at General Motors. The '82 A-bodies will be about 18 inches shorter overall and 700 pounds lighter than GM's present mid-size models —Malibu, LeMans, Century and Cutlass.

Millionth Fiesta built in Spain

VALENCIA, Spain.—The Ford plant here has manufactured its one-millionth Fiesta to establish production and export records for the Spanish motor industry. More than 700,000 have been exported to markets in Europe, North Africa and Latin America. Production began in October, 1976.

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Industry ills laid to management, labor, government

Goldschmidt draws up survival plan

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process and product technology for major productivity gains.

While the industry is investing billions, U. S. energy policy must send a "consistent gasoline pricing signal to the market" to support the move toward more fuel efficient cars. Even so, jobs and some cities will be heavily impacted and the federal government should continue help for workers and communities. What is needed is a "new socio-economic compact" with labor, government and industry.

So far, said Goldschmidt, all are to blame: Management, for neglecting production efficiencies, rigorous quality control and far-sighted product development; labor, for expecting annual wage and benefit increases "as a matter of course;" and government, for "loading" on safety and health regulation without carefully examining their cost or their cumulative effect.

Besides, there is that "adversarial relationship" which must not continue.

Further, said Goldschmidt in his transmittal letter, the challenge is not purely economic; it is political as well. But it must be viewed as transitional and all parts must work toward the vision of what is needed.

This means redeveloping communities (no Frostbelt-to-Sunbelt movement), retaining substantially the U. S. workforce, and having the industry make the highest quality, most fuel-efficient and safest vehicles in the world, at a competitive price, and mostly doing it in the U. S. —not making parts abroad and letting the industry become a mere assembler.

While Goldschmidt advocates the government negotiating an import restraint agreement with the Japanese on a needed time period, he stresses much else from labor and government and management should be occurring simultaneously.

He does not want the auto question to be handled separately from other problems with the Japanese nor to have the U. S. become "protectionist." But he agrees with the two Michigan Senators and many on the Hill that the industry needs a reasonable time to retool without facing the permanent loss of additional market share.

Government should also help the industry through specific changes in depreciation and the tax code or "if needed, through the creation of an institution such as a re-industrialization finance corporation." The end result is to signal the private sector that the auto industry is still a good investment.

Labor should decide on a strategy to close the gap with Japan. The DOT analysis shows that for every one dollar in decrease or deferral in labor cost is about a $1 billion savings to the auto makers. While labor must substantially restrain its demands for higher wages, management must compensate by negotiating profit-sharing or other incentives — thus giving labor a stake in the future.

• After 1985, the situation will be even more critical, according to Goldschmidt, who believes that there will be no need for post-'85 fuel economy standards.

Instead, he proposes negotiating a goal linking fuel-economy target with expected fuel prices. Government should assure that gas prices rise in a steady, predictable fashion so both the public and the industry get the same message.

The approach to regulating the auto industry also ought to be changed although Goldschmidt thinks the cost has been less than the industry says. Without abandoning the commitment to safety and health, there must be an end to "fruitless and bitter regulatory battles."

Instead, there should be the kind of negotiation found in other countries. Further it might be possible to change from a system based on penalties to one based on incentives.

Asked about the passive restraint standards. Goldschmidt said that safety must be stressed as the risks increase with more small cars.

Goldschmidt noted in particular that the bitter battle over air bags could have been short-circuited had the government been willing (as he now advocates) to pick up some part of the cost.

Finally, Goldschmidt advocates slowing the rate of regulation and putting priority on preserving our industrial base and jobs.

The DOT report also suggests redefining the antitrust laws because now we are dealing with an international market played by international rules. The antitrust laws should be "honed" to deal with real abuses and not to prevent needed structural adjustments or joint ventures.

Specifically, Goldschmidt complained that Justice Department clearance or presence was needed for every meeting with the auto industry (because of the still extant smog conspiracy consent decree) and what was needed was some sort of exemption so the industry could communicate with the government and with each other.

• More also needs to be done in helping communities facing permanent change instead of concentrating on cushioning temporary cyclical recessions. The UAW should continue supporting productivity advances as it has in the past and it should take the lead in working with management to identify needed job skills and retraining for future opportunities.

As for management, said Goldschmidt, it needs to change its relations with labor — relying more on the judgment and experience of workers. It should also greatly improve its uses of equipment, redesign plants, and change products and processes to improve productivity.

The companies are in a "catch-up" position in R&D for smaller vehicles and they should place a premium on innovation, research and development. Finally, management should accept more responsibility for the social and environmental impact of their products and their facilities.

Goldschmidt concluded by saying it is not merely a debate over free trade versus protectionism or inflation versus anti-inflation. It is a broad debate over future nationoal security and recognizing our own interest and acting accordingly.

DOT's Goldschmidt bows out with call for trade curbs

By Kathleen Hamilton
News Editor

ANN ARBOR. — In his last formal speech as DOT secretary, Neil Goldschmidt issued a strong warning that the U. S. auto industry must be protected from the Japanese for five years in the interest of national security.

Every other industrial nation in the world has concluded it needs a strong industrial base to maintain its economic leadership position, he said. He reminded his automotive audience of the role the industry played during World War II.

Goldschmidt's remarks came at a University of Michigan conference on the Japanese automotive industry.

He repeated much of his advice given earlier to the Reagan Administration in the form of the DOT report on the industry that was ordered by Congress when it first approved the Chrysler Corp. loan guarantees more than one year ago.

• At a press conference after his address, Goldschmidt was asked if his strong endorsement of temporary trade restraints weren't late in coming.

On the contrary, he said, the comprehensive report was pushed through one month early. Besides, he said, the auto industry has long been aware of his position in favor of temporary protection.

The U. S. industry is operating at a severe disadvantage to the Japanese, he said, citing the report's finding that Japanese imports land in the U. S. with a cost advantage of $1,000-$1,500 over domestics, due to lower wages, favorable government policies and higher productivity rates.

He debunked the arguments of the free traders, saying there is no such thing in any nation but the U. S.

And he debunked the likelihood of obtaining voluntary restraints from the Japanese.

"I don't think the Japanese think we'll do anything about this," he said.

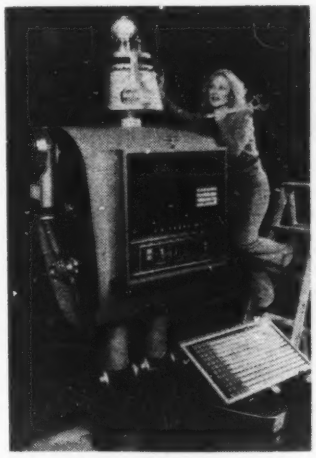
"They think they are going to be left with one car company in the U. S., and they will buy the rest at a fire sale" if they are forced to build here, he said.

• Goldschmidt and other speakers at the conference made a strong appeal for changes in the antitrust laws.

"It is inconceivable that the new secretary of transportation, Drew Lewis, will find it impossible to convene the heads of the auto industry in the same room without violating antitrust laws," Goldschmidt said.

He warned against viewing the current downturn in the U. S. auto industry as cyclical, saying even if Detroit sells all its cars, the industry will see a permanent downsizing that will include a loss of 500,000 jobs.

He recommended against future CAFE standards, saying they are no longer needed. But long-term conservation goals should be negotiated with the auto makers to protect from market fluctuation should OPEC glut the market with oil thus potentially resurrect big-car demand.



Freddie is ready

Freddie Ford, a nine-foot talking robot built from Ford vehicle components — including a Thunderbird electronic instrument cluster and diagnostic warning lights — is made ready for this year's round of auto shows.

Road to Datsun plant upsets some in Smyrna

SMYRNA, Tenn.—Some residents of Smyrna are not exactly happy with the new Datsun light-truck plant coming to town. They are protesting a proposed access road to the plant, saying that the route would go through their living rooms.

More than 250 residents jammed a City Hall hearing to complain to the state Department of Transportation. The access road was one of the many inducements offered by state and local officials to Nissan Motors Co., Ltd., to build the plant here.

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes:

	Jan. 1, 1981	Dec. 1, 1980	Jan. 1, 1980
Spirit	136	96	98
Concord	110	57	76
Eagle	92	83	57
AMERICAN MTRS.	108	74	78
Horizon	87½	130	93
Reliant	66	99	—
Volare	105	82	99
Gran Fury	70½	72	140
Plymouth	77	97	97
Imperial	130	90	—
LeBaron	77	78	112
Cordoba	120½	127	132
Chrysler	66	78	131
Chrysler	87	92½	124
Omni	93	138	89
Aries	66	97½	—
Aspen	102½	89½	111
Diplomat	92	103	165
Mirada	151	149	164½
St. Regis	109	99	177
Dodge	86½	114	119
CHRYSLER CORP.	83	107	113
Escort	47	41	—
Pinto	84	61	115
Mustang	112	95	99
Fairmont	73	65	69
Granada	149	133	98
Thunderbird	107	96	88
Ford	86	75	88
Ford	87	77	89
Lynx	52	51	—
Bobcat	80	72	105
Capri	93	89	88
Zephyr	52	46	62
Monarch	120	105	77
Cougar XR-7	90	86	92
Mercury	62	53	68
Mercury	71	65	80
Lincoln	72	67	94
Mark VI	79	69	67
Lincoln	76	68	76
FORD MOTOR CO.	82	74	86
Skylark	50½	35	14½
Century	62	45	47
Regal	61	40	71½
LeSabre	51	37	79
Electra	47	39	70
Riviera	41	29	50
Buick	55	38½	57
Seville	57	42	46
Cadillac	31	27	47
Eldorado	39	31	31
Cadillac	37	31	44
Chevette	125	90	49½
Monza	48	44	85
Citation	85	68	26
Camaro	92	74	106
Malibu	90	62½	81½
Monte Carlo	110½	78	99½
Chevrolet	67½	59	93
Corvette	79	62½	48
Chevrolet	91	69	70
Omega	77	45½	23
Cutlass	65	39	55
Supreme	80	48	73
Olds 88	47	35	51½
Olds 98	43	33	48
Toronado	47	32	51
Oldsmobile	64	41	57
Sunbird	88	77	85
Phoenix	95	51	17
Firebird	138½	95½	105
LeMans	121½	78	96
Grand Prix	102½	63	95
Pontiac	169½	65½	71½
Pontiac	103	69	78
GENERAL MTRS.	77	55½	65
VOLKSWAGEN	95	77	42
TOTAL	80	65	75

1.4 million on hand as year opens

Car inventory spurts to 80 days

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termediates shot up to 91½ days from 66 a month earlier.

Standards were in 65-day supply Jan. 1, up from 53 days Dec. 1, while luxury cars were in 44-day supply, up from 40 days.

The Jan. 1 inventory was divided this way by market class: Subcompact, 22.26 percent; compact, 29.82 percent; intermediate, 31.90 percent; standard, 11.76 percent; luxury, 4.26 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 23.73 percent; compact, 30.73 percent; intermediate, 29.83 percent; standard, 11.53 percent, and luxury, 4.18 percent.

• The Jan. 1 days-supply figures by market class were:

Subcompact—Escort, 47; Monza, 48; Lynx, 52; Bobcat, 80; Pinto, 84; Horizon, 87½; Sunbird, 88; Omni, 93; Rabbit, 95; Chevette, 125, and Spirit, 136.

Compact—Skylark, 50½; Zephyr, 52; Reliant, 66; Aries, 66; Fairmont, 73; Omega, 77; Citation, 85; Eagle, 92; Camaro, 92; Capri, 93; Phoenix, 95; Aspen, 102½; Volare, 105; Concord, 110; Mustang, 112, and Firebird, 138½.

Intermediate—Regal, 61; Century, 62; Cutlass, 65; LeBaron, 77; Supreme, 80; XR-7, 90; Malibu, 90; Diplomat, 92; Grand Prix, 102½; Thunderbird, 107; Monte Carlo, 110½; Cougar, 120; Cordoba, 120½; LeMans, 121½; Granada, 149, and Mirada, 151.

Standard—Olds 98, 43; Olds 88, 47; Electra, 47; LeSabre, 51; Mercury, 62; Chrysler, 66; Chevrolet, 67½; Gran Fury, 70½; Ford, 86; Pontiac, 95, and St. Regis, 109.

Goldschmidt offers a blueprint to save the U. S. auto industry

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Labor, government and auto industry management should all bring "something to the table" to save the auto industry and then the U. S. government should negotiate with the Japanese some temporary restraint.

That is the main advice given by outgoing Transportation Secretary Neil Goldschmidt to the incoming Reagan Administration just one day before the Senate Finance Trade subcommittee started hearings on auto import questions.

At the same time, new General Motors Chairman Roger Smith told the National Press Club that he agreed wholeheartedly with Goldschmidt's rousing endorsement of cooperation with the government and wished the recommendation had been made four years earlier instead of seven days before the end of the Carter Administration.

The Goldschmidt package resulted from a year-long study of the auto industry, mandated into law when Congress gave Chrysler its loan guarantee legislation and also requested into the '80s, neither dwells on or glosses over the oil shocks, but it does address what needs to happen in all segments.

One of the major headlines from the Goldschmidt press conference is that the Japanese have a cost advantage — after shipping and customs clearance —of $1,000 to $1,500 per car and less than half of that is the wage differential between the two countries.

Another headline is that even if the auto industry recovers, an estimated 500,000 fewer workers will be needed by 1990.

• But the good news—if any—is the finding that the auto is the "centerpiece" of the American transportation system and a strategy must be designed to return this key industry and the nation's larger industrial base to international competitive health.

The report to the President and the Congress is described by Goldschmidt as not "unduly pessimistic" and not deterministic of the future. The "alarming trends" developed over years and will not be remedied overnight.

The industry no longer enjoys "worldwide pre - eminence and unchallenged dominance of the domestic market," with the oil shocks, it has changed "permanently and dramatically."

In the future, the world car market will be characterized by "uncertainty" with consumers deferring buying or demanding more fuel efficient models than those made by domestic companies; by "maturity," with largely a replacement market, and in the decade ahead little net growth in world auto sales; and "self-sufficiency," in that world trade will not be a safety valve for excess domestic production since each geographic submarket will be supplying itself.

In fact, says the report, there may well be over-capacity in world auto supply in view of the "internationaliaztion and homogenization" of the market. Consequently, the auto market will in the years ahead be extremely competitive, especially in price.

• Crucial is the landed cost advantage of the Japanees of $1,-000 to $1,500 per car. The Japanese have greater productivity because they have more modern plants and management geared to efficiency and quality. They also have sophisticated production procedures featuring "less manpower, less energy, and less waste" than in the U. S.

In addition, the labor cost per hour worked is lower, with the Japanese worker paid about two-thirds as much as his U. S. counterpart.

Finally, the Japanese government—and most foreign governments—"have shaped industrial policies relating to taxes, trade, regulations, and other key issues in a more coordinated and helpful fashion than has historically been the case in this country."

In order to become competitive, the U. S. industry faces "at least one and perhaps several rounds" of major spending (more than $70-billion over the next five years) to make small, fuel efficient cars. This is being exacerbated by the market shift and the recession and at a time when foreign competitors have been able to retain earnings, make new products and engage in fierce price competition. Add to this structural changes in the domestic industry and supplier industry, the new world market, new products, the need for greater productivity and the rise in import share and the result is—even with recovery—a shrinkage of jobs—potentially half a million, mostly in the industrial Northeast and Midwest.

• Goldschmidt and the DOT thinkers believe it will take at least five years to return to full competitive strength, but Goldschmidt refused to say that Japanese imports should be restrained for that period.

Instead, he said, it was the depth of the restraint as much as the length that might count, and besides, it was not his decision but the priority attention given by incoming Secretary Drew Lewis and the Reagan Administration.

Elimination of the "substantial competitive edge" of the Japanese automakers must be the "key goal" over the next five years, but since labor is not the sole cause of this, it should not be looked to as the sole solution.

The greatest source of the Japanese advantage is structural and this means U. S. industry must modernize and look to

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Jim Piegus

Goodbye, Dodge Main

The wrecking ball tears into the south wall of the Chrysler Corp. Dodge Main plant in Detroit, as demolition crews continue the massive task of stripping the area for what will eventually be the site of a new Cadillac assembly plant.

Service Index declines 6th time in 11 months

By Francis J. Gawronski
Service Editor

For the sixth time in 11 months, new-car dealership service and parts in November dipped below the volume recorded in the same period the year before.

According to the Automotive News Service Index, dealers' service and parts business in November amounted to 89.7 percent of the business achieved in November, 1979.

November also recorded the second lowest volume in 1980 and the third worst showing of any month in the 19-year history of the Service Index.

The lowest volume of service and parts business occurred in March, 1980, when dealership business amounted to 86.9 percent of the year-earlier volume.

Dealers still blame the general economic downturn, including high unemployment, for the motorists' apathy toward car maintenance and repairs.

None of the five indicators used in the Service Index registered an increase in November.

Dealers reported the biggest decline in repair orders written. This category was down 21.2 percent from a year ago, supporting the dealers' contention that car owners "aren't concerned about service or can't afford it."

Gross profit, on all labor, parts and accessories,—the most important indicator from the dealers' viewpoint—was down 10.8 percent, while total labor sales (customer - paid and warranty) dipped 10.6 percent.

Shop parts sales (those used on customer-paid and warranty repairs) declined 7.1 percent from the year-earlier figure, while sales of all parts and accessories dropped 4.0 percent.

Service Index figures are compiled from monthly reports on service and parts business from dealers in all sections of the country.

November's poor showing also affected the year-to-date Service Index, which dropped to 97.1 percent of the business recorded in the same period of 1979. The January-October service and parts business amounted to 97.8 percent of the year-ago figure.

The only indicator showing an increase during the 11-month was gross profit which just managed to stay above water at 0.5 percent.

Repair orders written during the January - November period were down 11.3 percent, followed by total labor sales, down 1.0 percent; shop parts sales, off 0.8 percent, and sales of all parts and accessories, down 0.1 percent.

SERVICE INDEX
89.7*

	Nov., '80 vs. Nov., '79	11 mos., '80 vs. 11 mos., '79
Gross Profit on All Labor and P&A Sales	−10.8%	+ 0.5%
Repair Orders Written	−21.2%	−11.3%
Total Labor Sales (Customer & Warranty)	−10.6%	− 1.0%
Shop Parts Sales (Customer & Warranty)	− 7.1%	− 0.8%
Sales of All P&A	− 4.0%	− 0.1%

*—Survey by Automotive News shows that dealers' service and parts business in Nov., 1980, was 89.7 percent of business in Nov., 1979. Service business in the 11 months of 1980 was 97.1 percent of business in the corresponding period in 1979.

AMC reduces prices by trimming discount

By Joseph Bohn
Marketing Editor

SOUTHFIELD, Mich.—American Motors has reduced sticker prices of its domestic Spirit, Concord and Eagle lines by 10 percent for Jan. 15 to Feb. 20.

Actual price reduction by the factory is only 7 percent. The other 3 percent comes from lower dealer discounts. AMC did not join General Motors, Ford and Chrysler in lowering its dealer discounts at the start of the '81 model year and had still been working with the older discount structures.

Earlier this month, GM raised prices an average of $149, and Ford prices went up an average of $85.

The price reductions affect only car models and equipment standard on them. They do not apply to optional equipment ordered by customers. AMC expects to sell more high-line models as a result of the move because they offer customers a bigger dollar discount, said Thomas A. Staudt, vice president of the marketing group.

Officials declined to say what kind of sales increase they expected from the price reductions, or how much of a volume increase they would need to absorb profit reductions.

Paul Tippett, AMC president, optimistically predicted AMC's profits would improve as a result of the higher volume generated.

Staudt said that even if the company broke even, it was worth the move to get production rolling again, save jobs and create a higher owner base, as well as good public relations.

AMC's Renault and Jeep lines are not included in the price reductions.

AMC has had three price increases so far in the '81 model year, totaling $572, Automotive News records show. The company claimed its cars would be reduced an average of $644 as a result of last week's move, although part of the 3 percent dealers are giving up would have been passed along to consumers, anyway.

• Examples of the sticker price reductions are from $519 on a Spirit two-door liftback base model, $699 on a Concord Limited four-door wagon and $870 on an Eagle Limited four-door wagon.

Tippett noted, for example, that a Concord DL four-door sedan, the company's best selling model, would carry a sticker of $5,709 which, with options, put it about $1,300 below a comparable equipped Citation.

Mack Massey Jr., president of AMC's Dealer Advisory Board, said that dealers enthusiastically supported the company's pricing action.

AMC discussed the plan fully

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GM recalling 320,000 trucks

DETROIT. — General Motors is recalling about 320,000 Chevrolet and GMC 1979 and 1980 model three-quarter and one-ton trucks equipped with power brakes.

GM said that when the vehicles are used in heavy-duty or off-road service, fatigue cracks may develop at the brake booster attachment. If allowed to propogate, a loss of braking action could result.

Owners will be asked to bring their vehicles to dealers for inspection and installation of an additional support. If cracks are found, the booster will be replaced. GM said there has been one minor accident as the result of this condition, and no injuries.

Domestics down 20 pct. for Jan. 1-10

Sales blues continue as '81 opens

By Jenny L. King
Staff Writer

Sales of domestic new cars started the calendar year with a daily selling rate of just 16,005, a modest beginning for a year the U. S. auto makers hope will bring a dramatic turnaround in new-car sales.

Total units sold Jan. 1-10 numbered 128,041, down 19.97 percent from 160,000 last year and lowest for the period since 1975 when they dipped to 93,235.

Once again, Chrysler Corp., as had been the pattern in December, reported a sales increase while its competitors were down. Chrysler sales of 16,179 climbed 4.66 percent above the 15,458 units sold a year ago.

General Motors sold 81,845 new cars during the period, down 17.23 percent from 98,883 last year. Ford Motor Co. sales were down 33.11 percent, to 24,930 from 37,271. Volkswagen of America reported sales of 2,487 Rabbits, down 43.32 percent from 4,388. Estimated early-January sales for American Motors were 2,600, down 35.00 percent from 4,000.

Chrysler helped itself to 12.64 percent of the market for the period, up three percentage points from 9.66 percent in 1980. GM earned 63.92 percent, up from 61.80 percent. Ford sales accounted for 19.47 percent, down from 23.30 percent. AMC's estimated share was 2.03 percent, down from 2.50 percent, and VWoA had 1.94 percent, down from 2.74 percent.

Two Chrysler makes — Plymouth and Dodge—were the only ones to report a period sales increase. Plymouth sales climbed 37.45 percent, to 7,186 from 5,228, while Dodge improved 9.33 percent, to 6,876 from 6,289. Front-wheel-drive products accounted for 94.32 percent of Plymouth sales and 81.25 percent of Dodge sales.

Chrysler sales dropped 48.44 percent. Ford sales declined 29.84 percent, Mercury was down 36.19 percent and Lincoln was down 56.65 percent.

At GM, Oldsmobile sales slipped 2.76 percent, Chevrolet was down 10.83 percent, Pontiac was down 27.36 percent, Buick was down 27.91 percent and Cadillac was down 46.15 percent.

There were eight selling days for the period this year and last. The 1981 rate of 16,005 was 19.96 percent below the 20,000 for 1980.

Oldsmobile Cutlass Supreme was the number-one selling nameplate for the period, with sales of 6,887. It was followed by Oldsmobile Cutlass at 6,706, Chevrolet Chevette at 6,431, Chevrolet Citation at 6,001 and Ford Escort at 5,074.

DOMESTIC SALES

	Jan. 1-10, 1981	Jan. 1-10, 1980
AMERICAN MOTORS ..	2,600†	4,000†
Chrysler	2,032	3,941
Imperial	85	.....
Plymouth	7,186	5,228
Dodge	6,876	6,289
CHRYSLER CORP.	16,179	15,458
Ford	18,110	25,814
Mercury	5,780	9,058
Lincoln	1,040	2,399
FORD MOTOR	24,930	37,271
Buick	12,912	17,911
Cadillac	3,900	7,243
Chevrolet	29,326	32,907
Oldsmobile	23,874	24,532
Pontiac	11,833	16,290
GENERAL MOTORS	81,845	98,883
VOLKSWAGEN	2,487	4,388
INDUSTRY TOTAL	128,041	160,000

†—Estimate.

Instant change to 2WD new option on 4WD Eagle

SOUTHFIELD, Mich. — Select Drive, a system that enables drivers to switch between two-wheel and automatic four-wheel-drive modes of operation with the flick of a finger, is now available on all 1981 American Motors Eagle models.

The option is priced at $149.

"The Select Drive option greatly enhances the versatility of the Eagle by providing the best of both worlds between four-wheel-drive traction and two-wheel-drive economy," said Thomas A. Staudt, vice president of AMC's marketing group.

"A dash-mounted switch is used to control the Select Drive system. By simply stopping the vehicle and moving the switch, the driver can select the drivetrain mode that's most appropriate for road conditions.

"For normal highway driving in dry weather, the front wheel driving mechanism can be disengaged for added energy conservation. Yet, when adverse conditions are encountered, the four-wheel-drive system can be quickly engaged for improved performance and maximum safety and security."

Since there are no wheel hubs to be engaged or disengaged, either driving mode can be activated without the driver having to get out of the vehicle.

With the vehicle stopped, the driver simply moves the dash-mounted control lever that sets a mechanical system into action to select the appropriate driving mode. A safety catch prevents accidental movement of the lever.

• AMC said Select Drive is much more versatile than part-time four-wheel-drive systems. For example, a motorist with Eagle Select Drive in the four-wheel-drive mode can drive at highway speeds over unlimited distances on dry pavement.

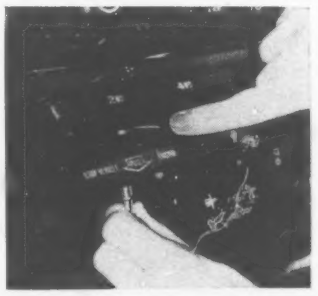
Also, Select Drive permits motorists to go from snow covered side roads onto dry main roads without ever shifting out of four-wheel drive. These practices are not recommended with traditional part-time four-wheel-drive systems, AMC said.

One of the key components of the Select Drive system is an automatic, remote-controlled front axle disconnect that, in effect, is a replacement for the manual or automatic hubs commonly used on vehicles equipped with part-time four-wheel-drive systems.

By moving the dash-mounted switch to the two-wheel-drive position, the front drivetrain is released from freely-turning front wheels by a vacuum-actuated disconnect device built into the front axle assembly.

At the same time, a mechanical shifter in the Select Drive transfer case slides a spline clutch forward to cut off power to the front drive chain sprocket.

The Select Drive option is available with all engine and transmission combinations offered on the 1981 Eagle two-door and four-door sedan, the four-door station wagon and the Eagle SX/4 and Kammback models.



Fingertop control

Switching between two-wheel and four-wheel-drive is a fingertip operation on 1981 American Motors Eagles equipped with the new Select Drive option. With the vehicle stopped, the driver simply pulls down on the release pin and then moves the dash-mounted control lever to select the appropriate driving mode.

Chrysler extends rebate linked to interest rate

Chrysler Corp.'s interest allowance rebate program has been working well enough to warrant its extension until further notice.

The program, which had been due to end Jan. 20, provides a 7 percent rebate to purchasers of all domestic cars except Imperial and covers imported Mitsubishi cars and trucks in California.

Normally, a cutoff date would have been applied to the latest extension. However, since the program is tied to high interest rates, which could change at any time, Chrysler is keeping its options open.

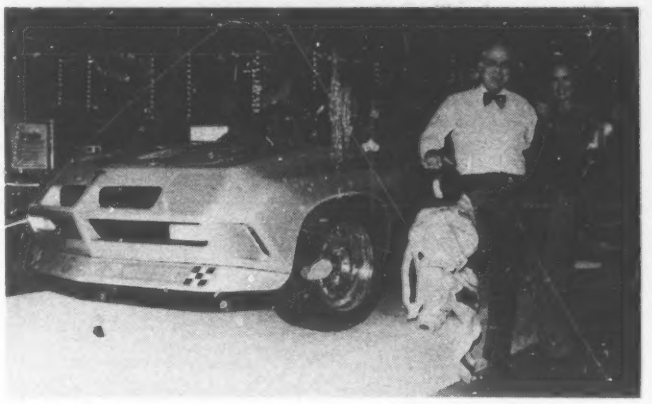
The company's latest rebate program is proving to be one of its most successful. Its sales have been up sharply during a time when domestic competitors had sharp sales declines. Dec. 21-30, for example, Chrysler captured 17.1 percent of the domestic market.

Consumers appear to be more price conscious than usual, and Chrysler has been uncontested by domestic competitors in offering price reductions via the rebates. General Motors and Ford Motor, in fact, have only responded by raising prices on most of their cars.

One beneficiary of Chrysler's rebates have been the dealers. One major Detroit-area Chrysler-Plymouth dealer flatly predicted that every Chrysler Corp. dealer in the metro area would make money during January, as a result of Chrysler's program.

The rebates on '81 products have slowed sales of Chrysler's carryover '80s, but these appear to be moving at a relatively fast clip, also.

Chrysler had 100,000 '80 model domestic cars and trucks in stock on Nov. 30 and moved out one-fifth, 20,000 units, by Dec. 31.



Tuxedo for Teague

Dick Teague, American Motors vice president of automotive design, trades a race driver's suit for a tuxedo after his final inspection of the AMC Turbo pace car during the charity preview for the 1981 Detroit Auto Show. The pace car, on display at the AMC exhibit, was designed by Teague for PPG Industries as one of four official pace vehicles to be used for the 1981 PPG Indy Car World Series.

Mack accused of conspiracy to fix prices on truck parts

WASHINGTON.—A civil antitrust suit alleging price fixing has been filed against Mack Trucks, Inc. and the National Distributors Advisory Council (NDAC).

The case alleging conspiracy and violation of Section 1 of the Sherman Act was filed in U. S. District Court in Philadelphia.

Antitrust Chief Sanford M. Litwack said the complaint alleges that starting at least as early as 1978 and continuing to the present, Mack and NDAC conspired to raise, fix, stabilize and maintain prices charged truck owners and operators and service dealers for truck parts.

In commenting on the action, Alfred W. Pelletier, chairman of Mack Trucks, said, "The Department of Justice, seeking to establish an esoteric theory, today filed a noval complaint unfairly challenging Mack's methods of parts distribution.

"The Antitrust Division conducted an extensive investigation, with Mack's full cooperation, the result of which demonstrated that Mack and its distributors have not only not violated any antitrust law but have competed vigorously in a very competitive market.

• "I am advised that senior persons in the Antitrust Division have acknowledged that the facts do not necessarily establish the government's case.

"It is unfortunate that when the automotive-trucking industry is suffering from a severe economic downturn, the Department of Justice, in the last week of the current Administration, sees fit to file this unnecessary and burdensome action. I am confident that Mack will prevail."

NDAC is an unincorporated association of delegates from district council's of independently owned domestic distributors appointed by Mack to sell and service new trucks made or sold by Mack and to sell parts for these trucks.

In 1979, total sales of truck parts by Mack, distributors and service dealers exceeded $300 million.

The suit seeks to enjoin Mack and NDAC from continuing the alleged conspiracy and from providing to distributors or service dealers actual or suggested prices or discount schedules for the resale of truck parts.

Dates transposed on sales figures

In the sales tables which appeared in Automotive News last week headed "Imported Car Sales" and "U. S. Car Sales By Marketing Units," the dates over the full-year columns were inadvertently transposed.

In both tables, the 1980 figures were in the third column, despite the dates at the top of the columns.

Olds offering option discounts, vacation trips

Oldsmobile has joined Pontiac and Chevrolet in offering special value packages and also has announced a trip contest for sales managers.

The special value packages, which may be ordered until March 31, provide discounted equipment on Omega, Cutlass and full-size Olds models.

Each base package consists of stereo AM/FM radio, power antenna, white sidewall tires, premium wheel covers, sport mirrors and deluxe seat belts. Consumers save $183 to $331, depending on the car line, from the normal price.

Oldsmobile's trip contest runs from Jan. 1 to March 20. It is called "Canadian Caper."

Apparently an unlimited number of trips are being awarded to sales managers of dealerships that subscribe to the program. Managers in the Eastern half of the U. S. get trips of five days, four nights to Montreal. Dealership managers in the Western half of the U. S. go to Vancouver for the same time frame.

Some regional managers, assistant zone managers and district managers for Oldsmobile are also eligible to win trips.

The contest has a Jan. 10-Feb. 10 fast-start provision. During that period, managers are credited with two points, or deliveries, on every Omega and Toronado, and 1½ points on every one of the other lines.

After the fast-start period, Omega and Toronado are counted for 1½ points and other lines for one point.

First Mercedes tractor offered in U. S.

The LS-1418, a single-axle city tractor designed for the U. S. market, has been announced by Mercedes-Benz of North America. It is the first tractor offered by the company in North America, and has a gross combination weight of 55,000 pounds.

City tractor is added to Mercedes U. S. line

JACKSONVILLE, Fla. — The newest model in the Mercedes-Benz truck line is a diesel-powered, single-axle city tractor designed for the U. S. market to move trailers around crowded urban areas with outstanding fuel economy and driver comfort, according to Walter Bodack, commercial vehicles vice-president, Mercedes-Benz of North America.

Called the LS-1418, the new model will be imported initially from Mercedes-Benz do Brasil, the largest manufacturing subsidiary of Daimler-Benz outside West Germany.

The LS-1418 has a capacity of 55,000 pounds gross combined weight, and Bodack said "this new tractor has considerable versatility in handling a wide range of trailers from 27-foot to 45-footers."

The truck is powered by a 180-HP Mercedes-Benz five-cylinder engine with 589-cubic-inch displacement. The LS-1418 has a ZF six-speed transmission with a two-speed splitter which provides a full range of gear selections through 12 forward speeds.

• In highlighting features among the long standard-equipment list, Bodack pointed out:

Power steering with 3.5 turns lock to lock; shock absorbers and stabilizers on front and rear axles, for a soft ride with less body roll; electrically controlled cold-weather starting aid; adjustable driver's seat plus a two-person passenger seat; tractor package with Bendix-Westinghouse components, and a 75-gallon fuel tank.

He said the engine has many features of a Class B heavy-duty power plant, including maximum horsepower at 2,200 RPM, individual cylinder heads and an exhaust brake. The LS-1418, as with all Mercedes-Benz trucks,

Continued on Page 30, Col. 3

Mercedes again handling sale of Unimog tractors

MONTVALE, N. J.—Mercedes-Benz has resumed marketing Unimog tractors in North America following the expiration of an agreement with J I Case Co. to market the multipurpose diesel-powered off-road implement carrier.

Case has marketed more than 500 Unimog tractors built by Daimler-Benz in West Germany.

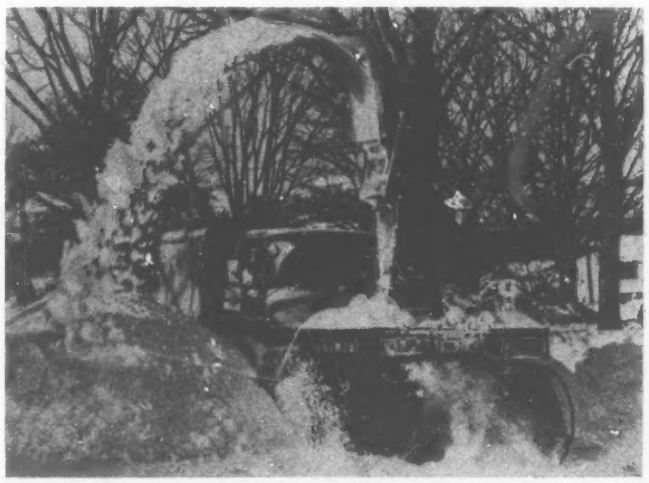
Walter Bodack, vice president, Mercedes-Benz of North America's Commercial Vehicle Division, said more than 20 dealers are being franchised to handle the Unimog.

"These dealers will provide service and parts for the more than 1,500 Unimog vehicles in North America," he added.

He also announced the establishment of Unimog support services in the Chicago area.

"We will provide parts at the Mercedes Midwest commercial vehicle parts distribution center as well as sales and service training," Bodack said.

Unimog, an acronym based on the German word meaning multipurpose implement carrier, serves as a mobile, off-road power source for use in construction, public works, industry, logging, mining, farming and other fields.



Snowfighter clears a path

The four-wheel-drive Mercedes-Benz Unimog is used widely in snowbelt areas to cut through deep snow. The diesel-powered vehicles can be equipped with a variety of attachments for use as a mobile power source in construction, public works, logging, mining, agricultural and other off-road applications.

truck industry news

12-month total is off 28.6 pct. from '79

'80 sales sink to 5-year low

By Jack Walsh
Truck Editor

Retail sales of new trucks of all types in the U. S. in 1980 dropped to their lowest level in five years, and trailed the year-earlier 12-month total by almost 30 percent.

Franchised dealers and factory outlets retailed 2,483,061 units in 1980, according to preliminary reports, a decline of 28.6 percent from the 3,476,086 sold in the previous 12 months. The totals include the non-captive Japanese-built compact pickups.

Sales by domestic retailers over the 12-month span dropped to 2,231,392 units, according to preliminary figures from the Motor Vehicle Manufacturers Assn., 5 percent lower than the 2,351,057 trucks sold in 1975.

In spite of the slowdown in compact-pickup deliveries in the final quarter because of the recession and the impact of the higher import duty on the Japanese units, sales of these vehicles over the 12-month period set a record for the second straight year.

In 1980, dealers retailed 506,079 compact pickups—the Toyota, Datsun, Mazda, Ford Courier, Chevrolet LUV, Dodge Ram 50, Plymouth Arrow and Volkswagen—an increase of 8.7 percent over the year-earlier high of 465,701 units.

• In the last three months of 1980, sales of the compact pickups totaled 94,973 units, down almost 9 percent from the year-earlier 106,770. The Dodge Ram 50 and Plymouth Arrow were the only compacts to show gains in the fourth quarter over the previous year.

For the fourth consecutive year and the eighth in the last 11, Ford was No. 1 in retail truck sales over Chevrolet.

Ford dealers retailed 794,520 trucks during the year, including 78,088 Couriers, a margin of 38,029 units over Chevrolet's 756,491. The Chevrolet total included 100,192 LUVs.

Sales in 1980 were down in all three market segments, light, medium and heavy. The light-truck total was off 28.6 percent, from 3,101,305 in 1979 to 2,215,211. There were 92,427 medium sales, a decline of 40 percent from the previous year's 151,615. Heavies were down 21.6 percent, from a record 223,166 units in 1979 to 175,423.

At the end of the year, the number of unsold trucks in retailers' hands was down 28.6

Continued on Page 30, Col. 3

Ancient Autocar stars at opening

Cruse W. Moss, White Motor Corp. chairman, took the wheel of a 1904 Autocar during the grand opening of White's new truck branch in the Chicago suburb of Alsip. Owner of the vehicle, Dr. Milton D. Ratner, right, chairman of Rentar Industries, was one of 900 guests at the opening. His firm recently bought 11 Western Star trucks from White.

NTEA convenes Feb. 11-14 in San Diego

Planning for Profit in '80s

DETROIT. — Planning for Profit is the theme of business management sessions to be held in conjunction with the 17th annual convention and exposition of the National Truck Equipment Assn. Feb. 11-14 at the Town and Country Hotel in San Diego.

Michael G. Tolzdorf, NTEA's conventions and membership director, said all six presentations "will offer solid management advice on how to make more money now and gain even greater benefits later."

At the opening business session Feb. 12, devoted to personnel and finance, Dr. William Teague, administrative vice-president, Kerr - McGee Corp., an energy-related company with operations in oil, gas, coal, uranium and chemicals, will stress the need for communicating with personnel and motivating people to perform better and like it.

The Reindustrialization of America will be the subject of Dr. William Wolman, deputy editor, Business Week magazine, in the followup presentation.

He will discuss how the Reagan Administration will affect reindustrialization, what tax changes Americans can look for, how the reindustrialization plan will affect interest rates and the outlook for capital spending in the truck industry.

On Feb. 13, the emphasis will be on accounting and marketing. Frank Hardesty, director, Payco American Corp., will head a program on credit management, specifically how to collect delinquent dollars.

This program, according to Tolzdorf, will show how to collect more debts faster and easier without offending valued customers, and how to improve cash flow by collecting more dollars with the use of letters.

Continued on Page 30, Col. 5

Cummins facility in N. C. chosen for new diesels

COLUMBUS, Ind. — James A. Henderson, president, Cummins Engine Co., has announced that Cummins and J I Case Co. will produce its new line of diesel engines at a plant Cummins owns near Rocky Mount, N. C., assuming agreement is reached with state and local authorities on certain details.

The advanced-design, fuel-efficient engines, ranging from 40 to 250 HP, will be used in trucks as well as agricultural, construction and industrial equipment.

The engines will be produced under a joint venture, which has been approved by directors of Cummins and of Tenneco, Inc., parent company of Case.

The existing 400,000-square-foot plant will be expanded to approximately 1.1 million square feet to accommodate the machining of engine components and engine assembly and test operations.

Two families of engines will

Continued on Page 30, Col. 3

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12-month total is off 28.6 percent from 1979

1980 truck sales sink to five-year low

Continued from Page 8

percent from 1979, with appreciable declines in all three market segments.

On Jan. 1, there were 573,540 new trucks in inventory, compared with 803,363 on the same day in 1980.

Light-truck stocks at the end of the year totaled 507,694 units, down 28.6 percent from the previous year's 711,354. There were only 23,563 mediums on hand, off 41.6 percent from the year-earlier 40,379, and the heavies were down 18.1 percent from 51,630 in 1979 to 42,283.

• Big Three dealers and factory outlets retailed 1,984,612 trucks in 1980, including the imported pickups, a decline of 33.8 percent from the year-earlier 2,997,718. Sales of domestic vehicles were off 36.7 percent, from 2,772,308 units to 1,755,734.

Sales in the final month of 1980 dropped to 139,382 units, 27.1 percent below the previous year's 191,266.

During the month, Ford dealers sold 57,252 trucks, down 25.5 percent from the year-earlier 76,880. The total included 4,626 compact Courier pickups, compared with 5,914 in the same month in 1979.

Chevrolet's December sales were down 22.8 percent to 56,637 units, compared with 72,382 the year earlier. Included in the total were 4,940 compact LUV pickups, off significantly from the previous year's 7,333.

Dodge and Chrysler-Plymouth dealers sold 13,933 vehicles in the final month, a decline of 40.2 percent from the year-earlier 23,306. The 12-month total was off 35.5 percent, from 387,396 to 249,766 units.

The imported compact pickups—Dodge Ram 50 and Plymouth Arrow—accounted for 20.6 percent of the month's total and 25.2 percent of the 12-month sales.

During the month, dealers sold 2,086 Ram 50s and 779 Arrows, compared with 2,550 and 1,151, respectively, the previous year. The 12-month count was 44,640 Ram 50s and 18,416 Arrows, as against 32,233 and 14,897 in 1979.

GMC reported 11,560 retail sales during December, down 38.2 percent from the year-earlier 18,698. The January-December total was 183,835, a decline of 36.7 percent from the 290,363 units sold in the comparable 1979 period.

Twelve-month sales of Jeep four-wheel-drive vehicles were down 44.6 percent, from 140,431 units in 1979 to 77,852. In December, 5,561 units were retailed, off 48.4 percent from the previous year's 10,773.

Volkswagen dealers retailed 2,097 compact pickups during December, bringing the 12-month total to 25,532 units.

Mercedes-Benz of North America reported a 9.3 percent increase in sales of mid-range diesel trucks in 1980, from 3,708 units in 1979 to 4,051. In December, 350 units were retailed, an increase of 4.5 percent over the year-earlier 335.

Sales of the non-captive Japanese compact pickups were down in the final month of 1980, but showed a small increase over 1979.

Toyota dealers retailed 7,879 units in December, off 27.8 percent from the previous year's record 10,911 units. The 12-month total was up 1.2 percent over 1979, from 130,075 to a new alltime high of 131,648.

Datsun's December sales were down 22.7 percent, from 7,814 units a year earlier to 6,074. The January-December count was a record 111,246 units, an increase of 9.2 percent over the previous year's 101,914.

In December, 565 Mazda pickups were sold, a drop of 3.3 percent from the 584 units retailed in the same month in 1979. But the 12-month count was up 6 percent to a record 8,775 units, compared with the previous year's 8,302.

Mercedes adds city tractor to U. S. truck lineup

Continued from Page 8

has a full-range engine without warranty restrictions.

Bodack said field tests of the LS-1418 with a Texas fleet showed fuel consumption ranged between 6.3 and 6.7 MPG, compared with 3 MPG for the fleet's gasoline-powered tractor.

"This type of field experience adds reinforcement to our contention that diesel trucks in the medium and medium - heavy class are the way of the future," he said.

• Mercedes-Benz also offers five truck models in the U. S. market suited for pickup-and-delivery applications. They are the L-1013 with a 22,000-pound GVW rating; turbocharged L-1116 rated at 25,000 - pounds GVW; L-1113 designed for 25,000-pounds GVW, a turbocharged L-1316 rated at 30,000-pounds GVW, and the L-1418, which is rated at 32,225-pounds GVW with an option up to 35,000 pounds.

The company completed a truck assembly plant in Hampton, Va., during the summer of 1980. In the first seven months of operation, more than 1,200 units were assembled at the Virginia faciilty. The plant has a design capacity of 6,000 trucks annually.

Cummins to build diesels in N. C.

Continued from Page 8

be produced. Family I will be available in three, four, and six-cylinder configurations in the 40-200 HP range. Family II will be six-cylinder, in-line engines covering the 150-250 HP range.

Family I engines are scheduled for market introduction starting in late 1983.

Cummins and Case will share equally the estimated $350 million investment required for the new manufacturing operation.

NTEA convenes Feb. 11 to 14 in San Francisco

Continued from Page 8

telephone and face-to-face contact.

At the second presentation, Sales Management: Being Twice as Effective with Half the Work will be the topic of Somers H. White, president, Somers H. White, Inc., a consulting firm.

On the final day of the convention the emphasis will be on economics and engineering.

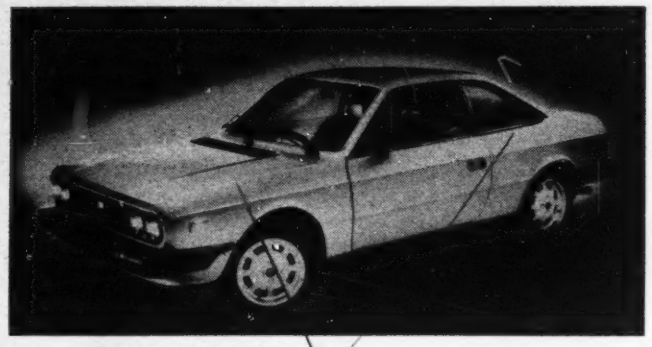
The opening speaker, Dr. Gerhard N. Rostvold, economist, Urbanomics Research Associates, will discuss Future Trends in the Economy: '81 and Beyond.

He will touch on what to expect in the 1980s, President Reagan's economic programs and who will shape the new economic policies, why inflation will continue, business management strategies to cope with the new economic world of the 1980s, and personal investment strategies.

At the engineering session, there will be a roundtable discussion of current problems with representatives of truck chassis manufacturers. Panel moderator will be Mike Gnagy, Frontier, Inc.

Big Three December, year-to-date truck sales

	December		Calendar Year	
	1980	1979	1980	1979
Ford				
Vans	7,817	9,615	104,254	169,545
Club Wagon	1,632	2,338	24,783	38,818
Courier	4,626	5,914	77,375	78,088
Bronco	3,310	5,254	40,065	69,724
Conventional Pickups	36,076	48,879	479,926	736,037
Mediums	2,979	3,496	54,120	69,118
Heavies	812	1,384	13,997	23,383
Chevrolet				
Vans	6,077	8,747	88,342	166,850
Sportvan	1,205	1,875	16,943	30,630
LUV	4,940	7,333	88,447	100,192
El Camino	2,960	3,790	41,305	52,803
Blazer	2,124	3,585	27,093	57,734
Suburban	1,990	1,811	21,282	37,215
Conventional Pickups	35,287	42,224	440,918	644,775
Mediums	1,940	2,760	30,108	41,373
Heavies	114	257	2,053	3,674
Chrysler				
Vans	3,529	6,651	67,085	123,869
Voyager	489	675	6,658	10,125
Ram Wagon	1,466	1,996	21,118	30,448
Arrow	779	1,151	18,416	14,897
Ram-50	2,086	2,550	44,640	32,233
Trail Duster	216	443	3,341	5,678
Ramcharger	575	913	7,590	14,575
Conventional Pickups	4,793	8,927	80,918	155,571
GMC				
Vans	1,191	2,491	21,007	41,587
Caballero	307	472	4,463	6,412
Jimmy	401	758	5,608	11,864
Suburban	286	376	4,210	6,984
Conventional Pickups	7,210	11,160	102,129	166,564
P models	173	176	3,612	5,045
Mediums	1,225	1,440	24,108	28,670
Heavies	767	1,200	18,698	22,861
Motor homes	.....	.....	.....	376



Luxury coupe from Lancia

The 1981 Lancia Coupe is fitted with aluminum alloy wheels and steel-belted radials and is offered with optional sun roof, leather upholstery and metallic paint. U. S. advertising will feature 1979 Formula One World Champion Jody Scheckter.

Lancia turns to electronics to hike performance of '81s

MONTVALE, N. J.—Lancia's 1981 models will get a 24-percent power boost with the addition of advanced electronic fuel injection.

The system will constantly monitor intake air flow, air and water temperatures, throttle position and exhaust gas oxygen content on the front-wheel drive Zagato and Lancia Coupe.

The cars are rated at 108 HP at 5,500 RPM and have EPA mileage figures of 19 MPG city, 27 MPG highway.

The new Lancias are identified by rear mounted "Fuel Injection" badges.

Both are fitted with a four-cylinder, two - liter (122 - CID) double overhead cam engine. They are equipped with five-speed overdrive transmission, all-independent suspension, rack and pinion power steering and four-wheel disk brakes.

Both are built on a 92.5-inch wheelbase. The Zagato measures 164.6 inches in length; the Coupe, 162.4 inches.

The Coupe offers as options a sun roof, leather upholstery, metallic paint, power windows and air conditioning.

The Pininfarina-styled Zagato features a top system which can be set in four different positions, with combinations of a removable front hardtop and a folding rear soft top separated by a wide Targa roll bar.

For 1981, Lancia has increased its limited warranty against corrosion to three years.

A new optional limited powertrain warranty adds 24 months or 24,000 miles to the standard 12/12,000 coverage.

factories list auction dates

American Motors

Jan. 20—Ohio Auto Auction, Grove City, O.

Jan. 21—Big D Auto Auction, W. Hwy. 80, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Auction, S. Main St., Warehouse Point, Conn.

Jan. 22—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.; Fresno Auto Dealers Auction, 300 S. Fruit, Fresno, Calif.

Jan. 23—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Jan. 27 — D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Jan. 28 — Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

NHTSA 'fails' cars that weren't tested

WASHINGTON. — Remember NHTSA's The Car Book? Well, somehow — two cars that got marked "Failed" for that 35-MPH crash into a rigid barrier were not actually tested. They are the Oldsmobile Cutlass Diesel and the Mercedes-Benz 300-D.

There are also a few mistakes in the price of parts—which the companies who are now getting their own copies can find, since the prices came from them.

Jan. 29—Todd Auto Auction, Rte. 309, Telford, Pa.

Jan. 30—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Ford Motor Co.

Jan. 20—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Jan. 21—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Jan. 27 — Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Jan. 28 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Chrysler Corp.

Jan. 20 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Jan. 21—Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Jan. 22—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Jan. 27—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction (tentative), 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. NuCar-Prep Systems, 2818 Eastern Ave., Commerce, Calif.

Jan. 28—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Al Eide's Minneapolis Auto Auction, 1125 A. Nathan Lane N., Minneapolis.

Jan. 29 — Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.; Big H Recon Center, 918 Asbury, Houston.

Jan. 30—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction (tentative), 12000 St. Charles Rock Rd., Bridgeton, Mo.

Used car sales

Auction averages

January to date	$4,180
Month ago	$3,517
Year ago	$3,161

Model breakdown

Auction averages

	January To Date	December	November
1981	$7,428	—	—
1980	5,913	5,576	6,088
1979	4,680	4,708	5,015
1978	3,601	3,610	3,879
1977	3,345	3,034	3,091
1976	2,136	1,991	2,148
1975	1,481	1,626	1,674
1974	1,258	1,146	1,248
Overall Average	$4,180	$3,589	$3,795

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA. 98031.

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AUCTION SCHOOL

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NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA. 8515 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6:30 p.m. Just no. of Syracuse., Rte. 81, Ex. 30. 3 action packed lanes, 500 cars each wk. 1-315-699-2792.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

Use Automotive News Want Ads for Quick Action

U. S. makers produce 122,551 cars

Week's auto output tops last year's

By Patricia Hoffman
Staff Writer

U. S. auto production improved somewhat last week due to several plants resuming operations Jan. 12 after extended holiday closings. But the year-to-date output was down from the comparable period last year.

Planned auto production last week was 122,551 units, up 32.32 percent from the 92,,619 cars completed in the comparable week last year, and up 14.75 percent from the 106,795 units built the previous week.

So far this year, the makers have assembled 229,346 units during 10 days of production, down 21.80 percent from the 293,280 units completed during 12 days of production in the comparable period last year.

Breakdown by company for year-to-date: General Motors, 74.49 percent; Ford Motor, 17.19 percent; American Motors, 2.85 percent; Volkswagen of America, 1.98 percent and Cheker Motor, 0.02 percent.

Chrysler Corp., the only company which extended downtime at all of its assembly plants had only a fraction of the year-to-date output with 3.47 percent of the total.

Downtime is scheduled at four GM points this week for inventory adjustment; Norwood and Van Nuys (Camaro and Firebird) and Lakewood and Wilmington (Chevette). The Chevette points will be down for the first time since the fall of 1979. They will resume operations Feb. 2.

Downtime is scheduled for two weeks at GM's Baltimore and Pontiac points beginning Jan. 26. Also at GM, downtime is scheduled for one week at Leeds and Oklahoma City beginning Jan. 26.

GM's Tarrytown plant scheduled Saturday overtime last week.

Operations at Chrysler's Jefferson and Newark (K-car) points resumed Jan. 12, with combined line speed reduced 21 percent. The Jefferson plant has reduced production from 1,120 to 800 daily, and Newark has cut its output from 1,120 to 960.

Chrysler's Belvidere point also resumed operations Jan. 12, after closing Dec. 1 for inventory adjustment.

Also at Chrysler, St. Louis will resume production today (Jan. 19) after extended holiday downtime, and Lynch Road, also extending holiday downtime, will resume operations Jan. 26. Scattered downtime is scheduled at Lynch Road until the plant is mothballed, believed to be April 3.

Ford scheduled downtime at five plants last week: Chicago, Dearborn and, for the second straight week, at Lorain, Atlanta and San Jose.

Checker Motors resumed operations today after an extended holiday closing.

breaking news

Continued from Page 1

Ford of England workers OK pay hike

LONDON.—A 9.5-percent pay increase has been accepted by 20,000 Ford of England workers, although union officials had urged rejection of the offer. Ford officials said the acceptance appears to have averted a threatened strike, although some workers have not yet voted on the offer.

Datsun price hike averages $192

CARSON, Calif.—Datsun has raised U. S. prices of its cars and pickup trucks an average of $192, or 2.6 percent, effective today. The move follows a $171 boost by Toyota on cars and trucks early in January. Datsun's hike is its second of the 1981 model year. At introduction time last fall, cars went up an average of $339, and trucks rose an average of $800, due to the increase in the U. S. tariff on imported trucks. Datsun's latest boosts on cars range from $150 on the 210 and 310 models to $400 on the 810 series. Most two-wheel-drive trucks jumped $100, and 4WD models climbed $150. Datsun's price leader is the 210 standard two-door sedan which now carries a sticker of $4,449.

Datsun launches incentives on trucks

CARSON, Calif.—Datsun's "Truck Bucks" incentive during Jan. 10-March 31, pays dealers $100, $200 or $300 per pickup on all '80s and '81s sold, depending on what level of sales objective they achieve. Payments are nonretroactive.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 17, 1981	Same Week, 1980	Week Ended Jan. 10, 1981	Jan. to Date	Jan. 1, to Jan. 19, 1980	Jan. 1, to Jan. 17, 1981
CHEVROLET	14,585	13,288	13,979	28,564	34,335	28,564
DODGE/PLYMOUTH	.....	1,200	1,656	1,656	5,171	1,656
FORD	10,385	6,977	4,232	14,617	35,153	14,617
GMC	4,782	3,445	4,525	9,307	9,779	9,307
INTERNATIONAL	1,730	.....	1,693	3,423	.....	3,423
MACK	.....	620	.....	.....	1,519	.....
WHITE	.....	200	.....	.....	455	.....
JEEP	1,740*	2,500*	1,740*	3,480*	6,500*	3,480*
AMC CORP.	85*	450*	85*	170*	1,172*	170*
VOLKSWAGEN	650	.....	.....	650	360	650
MISCELLANEOUS	.....	800	1,050	1,050	2,140	1,050
Total Trucks, U. S.	33,957	29,480	28,960	62,917	96,584	62,917

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 17, 1981	Same Week, 1980	Week Ended Jan. 10, 1981	Jan. to Date	Jan. 1, to Jan. 19, 1980	Jan. 1, to Jan. 17, 1981
CHRYSLER CORP.	.....	.....	.....	.....	.....	.....
FORD MOTOR	3,960	3,238	4,823	8,783	9,044	8,783
GENERAL MOTORS	6,670	5,758	5,862	12,532	15,644	12,532
AMERICAN MOTORS	.....	1,060	.....	.....	2,756	.....
INTERNATIONAL	270	465	298	568	709	568
MACK	.....	60	.....	.....	154	.....
WHITE	.....	65	.....	.....	165	.....
Total Trucks, Canada	10,900	10,646	10,983	21,883	28,472	21,883
N. American Trucks	44,857	40,126	39,943	84,800	125,056	84,800

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production exceeds total for year-ago week

U. S. truck production rose last week, but the year-to-date total is down considerably from last year.

During the first 10 days of production in the new year, the makers completed 62,917 trucks, a 34.85 percent decrease from the 96,584 units built during the comparable 12 days of production in 1980.

Planned output last week was 33,957 units, a 15.18 percent increase from the 29,480 trucks built in the comparable week last year, and a 17.25 percent increase from the 28,960 trucks completed in the previous week.

Chrysler Corp. will resume operations at its Warren truck plant today (Jan. 19) after closing last week for inventory adjustments.

Ford Motor Co.'s Lorain van and San Jose truck points remained down last week making it the second straight week of downtime for both plants since the holidays.

Mack Trucks, apparently due to slumping sales, will no longer report weekly production figures.

Canadian output of cars, trucks trails 1980 pace

Canadian auto production, after 10 days of assembly in 1981, was down from the 12 days of production in the comparable year-to-date period of 1980.

So far this year, the makers have completed 29,205 units, down 33.62 percent from the 44,001 units built through Jan. 19, 1980.

Planned production last week was 14,569 cars, down a fraction from 14,636 units completed the previous week, and down 9.08 percent from the 16,025 built during the comparable week last year.

Truck production so far this year is down 23.14 percent from the comparable 12 days of production in year-to-date 1980. Year-to-date 1981, the truck makers have assembled 21,883 units, a decrease from the 28,472 trucks completed during the comparable 1980 period.

Planned truck production last week was 10,900, about the same as the 10,983 units built the previous week, but up 2.38 percent from the 10,646 completed the week ended Jan. 19 last year.

Chrysler Corp. resumed operations at its Windsor truck plant today (Jan. 19) after an extended holiday closing.

Ford Motor Co.'s St. Thomas car plant, which closed Jan. 12, will not resume operations until February.

General Motors has scheduled downtime at its Oshawa and St. Therese points for the week of Jan. 26 and will resume production Feb. 2.

There was no overtime scheduled last week.

U. S. CAR PRODUCTION

	Week Ended Jan. 17, 1981	Same Week, 1980	Week Ended Jan. 10, 1981	Jan. to Date	Jan. 1, to Jan. 19, 1980	Jan. 1, to Jan. 17, 1981
AMERICAN MOTORS	3,275*	3,800*	3,275*	6,550*	7,600*	6,550*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	7,950	6,020	.....	7,950	19,439	7,950
Plymouth Total	3,800	3,150	.....	3,800	9,231	3,800
Horizon	1,950	3,150	.....	1,950	8,222	1,950
Volare	.....	.....	.....	.....	469	.....
Gran Fury	.....	.....	.....	.....	540	.....
Caravelle	.....	.....	.....	.....	.....	.....
Reliant	1,850	.....	.....	1,850	.....	1,850
Chrysler Total	.....	.....	.....	.....	1,339	.....
Chrysler	.....	.....	.....	.....	1,339	.....
LeBaron	.....	.....	.....	.....	.....	.....
Dodge Total	4,150	2,870	.....	4,150	8,869	4,150
Omni	1,700	2,870	.....	1,700	7,590	1,700
St. Regis	.....	.....	.....	.....	717	.....
Diplomat	.....	.....	.....	.....	.....	.....
Aspen	.....	.....	.....	.....	562	.....
Aries	2,450	.....	.....	2,450	.....	2,450
FORD MOTOR	20,225	9,870	19,215	39,440	43,737	39,440
Ford Division	13,678	4,000	13,997	27,675	29,504	27,675
Pinto	.....	.....	.....	.....	2,262	.....
Must./Must. II	.....	1,687	.....	.....	9,652	.....
Fairmont	3,592	.....	4,322	7,914	6,793	7,914
Granada	.....	.....	.....	.....	2,025	.....
Thunderbird	.....	2,313	.....	.....	5,916	.....
Ford	1,686	.....	1,695	3,381	2,856	3,381
Escort	8,400	.....	7,980	16,380	.....	16,380
L-M Division	6,547	5,870	5,218	11,765	14,233	11,765
Mercury Total	5,214	2,605	5,218	10,432	9,549	10,432
Bobcat	.....	.....	.....	.....	174	.....
Capri	.....	413	.....	.....	1,299	.....
Zephyr	1,208	.....	1,246	2,454	2,139	2,454
Cougar/Monarch	.....	.....	.....	.....	715	.....
XR-7	.....	2,192	.....	.....	3,671	.....
Mercury	1,414	.....	1,428	2,842	1,551	2,842
Lynx	2,592	.....	2,544	5,136	.....	5,136
Lincoln Total	1,333	3,265	.....	1,333	4,684	1,333
Lincoln	606	1,175	.....	606	2,454	606
Versailles	.....	.....	.....	.....	140	.....
Mark VI	727	2,090	.....	727	2,090	727
GENERAL MOTORS	86,551	72,828	84,290	170,841	219,873	170,841
Buick Division	16,982	14,778	18,114	35,096	42,171	35,096
Skylark	4,832	4,448	4,804	9,636	13,080	9,636
Century	2,897	2,999	3,282	6,179	7,047	6,179
Regal	4,673	3,841	5,301	9,974	9,151	9,974
Buick	3,345	2,200	3,495	6,840	9,548	6,840
Riviera	1,235	1,290	1,232	2,467	3,345	2,467
Cadillac Division	6,740	.....	6,815	13,555	11,101	13,555
Seville	832	.....	855	1,687	1,852	1,687
Cadillac	4,198	.....	4,240	8,438	7,309	8,438
Eldorado	1,710	.....	1,720	3,430	1,940	3,430
Chevrolet Division	34,760	34,339	33,332	68,092	94,289	68,092
Chevette	8,935	8,740	7,154	6,089	23,423	16,089
Monza ('80)	.....	3,100	.....	.....	7,007	.....
Camaro	2,365	2,864	2,393	4,758	6,603	4,758
Citation	8,320	9,337	8,662	16,982	24,959	16,982
Malibu	5,765	2,793	5,865	11,630	11,669	11,630
Monte Carlo	3,775	1,545	3,662	7,437	7,156	7,437
Chevrolet	4,800	4,800	4,814	9,614	13,693	9,614
Corvette	800	1,160	782	1,582	2,759	1,582
Oldsmobile Division	19,091	14,725	17,632	36,723	41,052	36,723
Omega	3,030	2,225	2,739	5,769	5,183	5,769
Cutlass	9,860	6,670	9,651	19,511	17,994	19,511
Oldsmobile	5,215	4,800	4,396	9,611	15,235	9,611
Toronado	986	1,030	846	1,832	2,640	1,832
Pontiac Division	8,978	8,986	8,397	17,735	31,260	17,375
Acadian†	345	460	345	690	754	690
Sunbird ('80)	.....	3,300	.....	.....	7,886	.....
Phoenix	2,518	2,636	2,491	5,009	6,980	5,009
Firebird	1,715	2,160	1,530	3,245	4,779	3,245
LeMans	1,560	430	1,388	2,948	2,563	2,948
Grand Prix	2,400	.....	2,192	4,592	3,844	4,592
Pontiac	440	.....	451	891	4,454	891
VOLKSWAGEN	4,550	.....	.....	4,550	2,531	4,550
CHECKER	.....	100	15	15	100	15
Total Cars, U. S.	122,551	92,618	106,795	229,346	293,280	229,346

CANADIAN CAR PRODUCTION

	Week Ended Jan. 17, 1981	Same Week, 1980	Week Ended Jan. 10, 1981	Jan. to Date	Jan. 1, to Jan. 19, 1980	Jan. 1, to Jan. 17, 1981
AMERICAN MOTORS	600	.....	577	1,177	.....	1,177
CHRYSLER CORP.	.....	3,192	.....	.....	7,408	.....
FORD MOTOR	944	576	839	1,783	4,778	1,783
GENERAL MOTORS	12,800	12,032	12,995	25,795	31,230	25,795
VOLVO	225	225	225	450	585	450
Total Cars, Canada	14,569	16,025	14,636	29,205	44,001	29,205
N. American Cars	137,120	108,643	121,431	258,551	337,281	258,551
N. American Trucks	44,857	40,126	39,943	84,800	125,056	84,800
North American Cars and Trucks	181,977	148,769	161,374	343,351	462,337	343,351

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.